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# TOURISM

CANADA'S TOURISM MONTHLY

November 2002

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# Editorial

by Peter Kingsmill

## Cultural tourism coming of age

Growing up in Montreal, I distinctly remember a family friend who was possessed of what we politely used to call "mid-Atlantic" tastes. This gentleman had a favourite joke: "What is the difference between Canada and yogurt?" he would ask. "Yogurt has culture," was the answer.

We exercised our inherent Canadian civility by laughing politely rather than popping the boor in the beak. Even at the tender age of twelve or fourteen, I found the joke had a ragged edge that offended my "pride of place". It was *my* Canada, after all, and as far as I knew, *my* Canada had culture.

Over the intervening years since, I discovered far too many Canadians see ours as a youthful country, with no real history, and no real cultural identity. This, despite the fact that people lived, hunted, and raised families in Canada over 4000 years ago under much the same conditions that people did in Europe, 4000 years ago.

It used to be *de rigueur* to travel to New York to catch a theatre or concert production, rather than wait until it came to Toronto or Montreal. Affluent families used to send their children to Europe after high school to learn about their cultural roots, rather than send them across Canada to learn about their neighbours (and themselves). This pervasive attitude, along with a preoccupation with the *details* of multiculturalism rather than its *soul*, has been an impediment to the development of cultural tourism in this country.

We have been relatively successful with strategies that sell the ski holiday, the whale-watching excursion, or the fishing trip, but often we ignore the importance of conversations with local people in a neighbourhood pub, visiting economuseums or taking in community pageants.

When it comes to tourism product development, there is only so far we can climb as a destination selling moose and mountains. Surveys increasingly tell us our potential tourism clients want to meet and learn about Canadians. They want to enjoy our music and our spectacles, and gain a sense of our history.

We have what they want. Perhaps we have finally come of age and recognized that we must package and present it properly.

Peter Kingsmill, Editor-in-Chief



On the cover: *Body Skating* from Cirque du Soleil, *Varekai*, currently on an American tour.

Photo : Patrick Bernath

Costumes : Eiko Ishioka

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## Domestic media "Tours" sell Canada

Media tours, or familiarization trips, have long been a mainstay of the travel and tourism business and it is no exception at the Canadian Tourism Commission (CTC). For years we have been coordinating trips by foreign journalists and showcasing some of Canada's magnificent destinations to top writers and broadcasters from around the world.

Each year over 200 journalists are our guests, participating in everything from a wine tour in the Okanagan or Niagara Region to seal watching in Quebec or experiencing culinary delights from Canada's two coasts. While our foreign offices have done a remarkable job of enticing foreign journalists and photographers to Canada, we haven't been as quick to focus on Canadian journalists that write for both national and foreign publications.

As a result of attending the annual general meeting of the Travel Media Association of Canada (TMAC), I made a commitment last year to establish a domestic fam program. Working closely with TMAC and the Society of American Travel Writers (Canadian chapter), we launched a program that to date has seen several dozen Canadian journalists visit different parts of our country. When the first cycle of trips is over, more than

100 journalists will have participated and already the results are proving to be extremely positive with thousands of dollars of media value created!

In September 2001, we used P.E.I. as a test site and hosted 7 journalists to experience Canada's smallest province. With great partnership cooperation from the province and private sector partners, articles appeared in several publications throughout Canada. This summer we worked with Tourism New Brunswick and partners to bring the media on a fascinating tour of that province that highlighted Acadian products and cuisine. (See article in this issue by Guy Desaulniers.)

We have also hosted media tours in Banff and Lake Louise for 9 journalists from Quebec and Ontario. In August we headed north to the Yukon and brought a different group of journalists on a tour that included visits to the Yukon River, Kluane National Park and a trip on the White Pass and Yukon Route Railway. Last month, in cooperation with Tourism BC, journalists visited the Cariboo and Chilcotin, taking part in horseback riding, rafting, hiking and bird watching.

Our next trip will be to the Saguenay-Lac-Saint-Jean region in



Eight Canadian travel writers spent eight days experiencing the Yukon's Midnight Sun Discovery tour, including a whitewater rafting expedition on the Tatshenshini River.

January. Other upcoming trips for 2003 include Manitoba (February), Quebec (June), Saskatchewan (July), Nova Scotia (August), PEI (September) and Alberta (September).

Early next year we will send out another call for proposals from all provinces and territories and hope to be able to visit every region of this country by the end of 2004 and then start all over again. To date the coverage has been both positive and extensive. We are able to quantify the value of the coverage and provide it along with copies of the published or broadcast end products to our partners to show them their return on investment.

This program is coordinated under the auspices of the CTC

Corporate communications team and its director Isabelle Des Chênes, Fred Wallace (manager of communications) and Guy Desaulniers (senior communications officer), one of whom travels with the group and helps co-ordinate the logistics with our PMOs, and DMOs, and private sector partners.

*For more information on this program, please contact Isabelle at (613) 946-2122 or by e-mail at deschenes.isabelle@ctc-cct.ca.*

*Jim Watson, President & CEO  
Canadian Tourism Commission*

## Introducing our 2003 editorial lineup

We are delighted with our readers' positive response to the bright new "look" of *TOURISM, Canada's Tourism Monthly* which was launched a year ago. We are grateful for your patience, as we have been adjusting our editorial content and style to meet new design specifications that are an integral part of the new "look".

In this issue, we are pleased to present our editorial schedule for 2003. Our commitment, as ever, is to provide you with key information you can use to build a healthy and prosperous tourism industry.

A brief glance at the new schedule (page 10) will reveal principal and sub-themes for each issue. In fact, we will be looking at an overall theme for the entire year, and that is *Experiencing Canada*. More and more, research is telling us that we have entered the era of experiential tourism, a client-based concept whereby visitors want to *experience* a destination, not just see it.

And so, we will reflect Canada's four seasons as experiences unto themselves. We will consider the things that people actually do when they visit Canada, starting with the basics: they eat, they

sleep, and they travel from place to place. We will of course consider product and market issues that could enhance Canada's position as a tourism destination.

One of the things most people do, especially in December, is shop. There are some interesting shopping destination stories in Canada and next month's issue will wrap up the 2002 schedule and lead us into the new year. As we have done in the past, the winter issue (January and February combined) will look at the Canadian Tourism Commission in the new year and forward. The sub-theme

considers non-traditional partnerships. This is no coincidence; increasingly the tourism industry relies on developing partnerships to survive and succeed.

Above all, we will be relying on the tourism industry to provide us with feedback, with new ideas, and with direction. It is, after all, your magazine.

*Ghislain Gaudreault, Publisher*

**TOURISM**  
CANADA'S TOURISM MONTHLY

# PM joins World Tourism Day celebration

The Right Honourable Jean Chrétien, Prime Minister of Canada, and Jim Watson, president and CEO of the Canadian Tourism Commission (CTC), celebrated World Tourism Day on September 27 by presiding over the official opening of the new corporate headquarters of the CTC. This year's theme for World Tourism Day is "Ecotourism, the key to sustainable development".

"This celebration is a unique opportunity to highlight the contribution of a dynamic sector of our economy, an industry that is not only a reflection of our hospitality and generosity but that of the beauty and variety of our landscapes, the vibrancy of our cities, the richness of our cultures. The Canadian government is proud to support the CTC, along with all the industry partners and the more than 563,000 Canadians working in tourism in their efforts in making

Canada a premier four-seasons travel destination," said the Prime Minister.

"After the success of the World Ecotourism Summit in Québec in May of this year, Canadians have yet more reasons to be proud of their contri-

bution to this emerging sector of the industry," said Watson. "The CTC's ongoing marketing efforts, along with initiatives to provide timely in-depth information and analysis, are helping the industry weather difficult times, even though a full recovery is not expected until 2003." \*

## Backman, Jamieson join CTC board

The Minister responsible for the Canadian Tourism Commission (CTC), Allan Rock, has announced the appointments of Marilyn Backman and Roger Jamieson to the Board of Directors of the CTC for a term of three years. "Ms. Backman and Mr. Jamieson have accom-

a former vice-president of the Greater Edmonton Visitor and Convention Association.

Jamieson is a tourism business owner and operator from Swift Current in Newfoundland and Labrador and is the private sector representative for



Roger Jamieson.

plished careers in the tourism industry," said Minister Rock. "I expect their experience, perspectives and insights will be invaluable as the CTC continues its leadership role in fostering tourism in Canada."

Backman is the regional private sector representative for Alberta, the Northwest Territories and Nunavut. She is general manager of the Varscona Hotel in Edmonton, and industry co-chair of the Strategic Tourism Marketing Council of Alberta. She was the chairperson for the "Tourism Together" Travel Alberta Conference in 2001, and is

Appointments to the CTC board of directors are made to reflect the private-public nature of the Commission, as well as the various regions of the country, with 17 of the 26 board members drawn from the private sector. \*

Photo: Canadian Tourism Commission.



From left to right, CTC board member, Yvon Milette, CTC president, Jim Watson, the Right Honourable Jean Chrétien and Patrick Gedge, CTC Senior VP, Marketing & Sales joined forces to celebrate World Tourism Day.

## Murray appointed tourism ambassador

Internationally known Canadian singer Anne Murray has been appointed honorary Canadian Tourism Ambassador by Jim Watson, president & CEO of the Canadian Tourism Commission.

"Anne Murray is truly a Canadian treasure," says Watson. "The grace and style with which she represents her music and her country have had a direct impact on people visiting Canada to learn more about Anne and her home." Watson added,

"Through the Anne Murray Centre in Springhill, Nova Scotia, she has helped promote awareness of the music of Nova Scotia and Canada, while making a positive impact on tourism in the area."

The Anne Murray Centre provides visitors with a firsthand view of the incomparable mix of awards, photographs, memorabilia and audio-visual highlights of Anne Murray's life and career in a series of award winning, three-dimensional displays. \*



In 1989, when Anne's hometown of Springhill, Nova Scotia had closed its coal mines and the economy needed a lift, she lent her name to the Anne Murray Centre.



## Culture business plan on track

by Ursula Thiboutot

Cultural tourism – a term so recognizable and so prevalent in our industry now and yet, prior to the implementation of a strategic business plan developed some four years ago, the integration of our cultural and tourism industries was just a dream that many thought would never become reality.

*Packaging the Potential*, created by the Canadian Tourism Commission's (CTC) cultural tourism sub-committee, established itself as the first national plan to address the long-term business objectives of tourism and cultural industries. This was not just another case of seeing what could be done to bring the cultural sector up to speed and up to par for what the tourism sector required. This was clearly an opportunity to join forces and collectively build a plan in which all relevant sectors of our industry would play a role.

Yes, there were "nay-sayers" who were sceptical at the very thought that cultural product would be sold through tour operators, least of all at a major trade show such as *Rendez-vous Canada*. But there were those who recognized the future prospects for

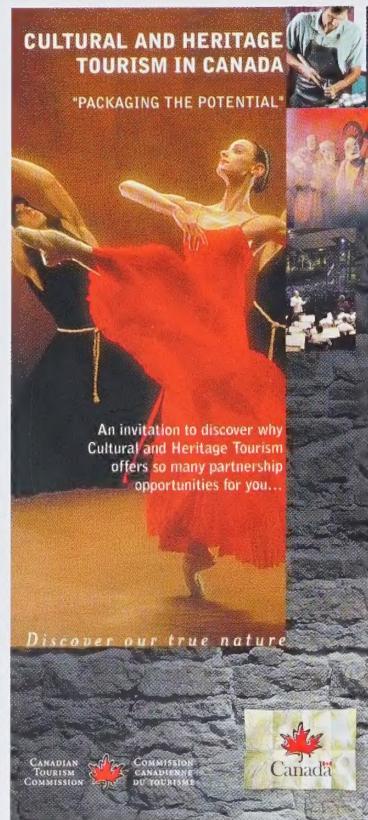


Photo: Canadian Tourism Commission

If you are involved with cultural tourism, a colourful new brochure from the product development group at the Canadian Tourism Commission is full of information about the kind of cultural experiences sought by visitors, information about emerging market trends, statistics about the cultural tourism benefits and even a brief listing of important Web sites. The brochure is available from [distribution@ctc-cct.ca](mailto:distribution@ctc-cct.ca).

cultural tourism and they believed in the inherent strength of the Canadian cultural product and more importantly, the potential on which to build for the future.

So, on a cold and stormy weekend in Calgary, 1998, 14 representatives of our tourism and cultural sectors, with the assistance of CTC staff, worked diligently on the task of creating a strategic plan. Measurable objectives were set and key strategic thrusts were noted in the following areas:

- Communication and Linkages
- Research
- Education and Training
- Product Development
- Marketing.

Four years later, as we review our accomplishments, we see the benefits and successes resulting from this multi-partner, strategic endeavour:

- 25 cultural product clubs now in existence
- Increased international demand for cultural product from international buyers and CTC foreign posts
- High profile for cultural product in marketing campaigns among national, provincial, and regional DMOs

- Increased media coverage on Canadian cultural experiences
- Major prominence of culture at *Rendez-vous Canada*
- Convergence of product development with other product lines (e.g. outdoor/culture, winter/culture)
- New training programs for the cultural sector

Cultural tourism supports the brand positioning of Canada as a tourism destination. It reflects Canada's strengths and unique attributes, and it distinguishes us from our competition. As we near the final year of the business plan, it is time to assess our performance in line with our goals and refine our strategies for the next 5-year cycle. It is time to move from *Packaging the Potential...* to *Building on Success and Capitalizing on our Strengths!* 

*Ursula Thiboutot is past-chair of the Product Development committee and was chair of the Cultural Tourism sub-committee when *Packaging the Potential* was developed. She is now VP, marketing and partnership development at Swimming Canada.*

recognize that a sense of place – created by the combination of heritage buildings, their setting and relationship to other aspects of the culture and landscape – is the essence of the attraction. This can guide approaches to programming to maintain a community's quality of life.

The potential for a valuable working relationship between those involved in heritage preservation on the one hand and the tourism industry on the other is developed in the latest bilingual publication from The Heritage Canada Foundation, entitled *Built Heritage: Assessing a Tourism Resource*.

The executive summary of the report is available on The Heritage Canada Foundation Web site [www.heritagecanada.org](http://www.heritagecanada.org) and the complete report can be ordered free of charge by contacting the foundation via E-mail at [heritagecanada@heritagecanada.org](mailto:heritagecanada@heritagecanada.org). 



Lunenburg, N.S.  
Photo: Canadian Tourism Commission

## Heritage and tourism: a united front

The Canadian Tourism Commission's Executive Vice-President Roger Wheelock was the keynote speaker at the 2002 annual conference of The Heritage Canada Foundation in September. The conference theme, "Discovering Heritage Tourism," called for the recognition of the positive impact built heritage has on the tourism industry.

Bringing representatives of the tourism industry and the heritage preservation movement together stimulated valuable discussion about built heritage as a resource for heritage tourism and provided insights into the protection, interpretation and marketing of heritage sites as tourism destinations.

Historic architecture and heritage places are among the most visible and public forms of cultural expression and governments are recognizing this. For example, Ontario has launched a new initiative to encourage restoration and preservation of heritage buildings. The *Heritage Property Tax Relief* program will allow municipalities to provide property tax relief of up to 40 percent for owners of designated heritage buildings.

Determining value and site authenticity was shown to be inexorably linked to the preservation and protection of the heritage resources. It is important to

# Seduced by Acadia

by Guy Desaulniers

The business of tourism affords so many special times when a job is so much more than just a job. The "Acadian Odyssey" media tour organized by Tourism and Parks New Brunswick in collaboration with the Canadian Tourism Commission (CTC) in August was one of those very special times. It was a distinct honour for CTC communications director Isabelle Des Chênes and I to accompany the tour, as well as an opportunity for me to reconnect with some of Canada's friendliest people in one of this country's most vibrant areas.

My task during this seven-day tour of the Acadian coastline was to accompany six Canadian journalists and give them rare and unusual information on the culture and

ears. I must admit that I have always been a big fan of these warm and amiable people. Travellers will be pleasantly surprised by the quality of the hospitality awaiting visitors to Acadian attractions and will have no choice but to let themselves be charmed by their naturally affable hosts!

And then there is the bewitching effect on the senses! A table set with simple but delicious fare, air that is crisp and clean, gaily painted small houses with manicured flower gardens, and beaches with sand as fine as you are likely to find anywhere in the world. There were more than 15,000 sun-seekers on the beach in Shédiac when we travelled through the area.



The lilting accent of the Acadians' forthright voices is truly music to anyone's ears.

heritage of our hosts and on the attractions we were visiting. My goal was to share with them an original and enlightened view that they might draw upon while writing articles we hope will encourage as many readers as possible to visit and discover the Acadian Peninsula. Sounds simple! In fact, the job proved to be a real pleasure, and I had a great deal of fun talking about original tourism products that always left a lasting impression, or simply listening to our hosts who were all so very kind to us.

The Acadian people are truly the embodiment of hospitality. Their zest for living, and friendliness are unparalleled, and the lilting Acadian accent of their forthright voices is truly music to anyone's

This year's abundant number of Canadian and foreign tourists visiting the Acadian Peninsula is a sure sign that the Acadian tourism industry's decision to focus on the more picturesque and authentic aspects of its products, while maintaining an innovative flair, was the right decision. Consider, for example, the economuseum whose owner serves up a blend of alchemy and entertainment to present the history of soap, or the vessel whose captain (a fisherman in his own right) teaches people the right way to eat lobster, or the museum of the sea housing unique animal species you are unlikely to see anywhere else. \*

[www.oliviersoaps.com](http://www.oliviersoaps.com)  
[www.lobstertales.net](http://www.lobstertales.net)  
[www.gnb.ca/aquarium](http://www.gnb.ca/aquarium)



The Acadian people are truly the embodiment of hospitality.

## Four centuries of hospitality

by Guy Duguay

Spread throughout the Atlantic Provinces, Acadian communities are already well known for the warmth of their hospitality. For close to two years now, the Commission du tourisme acadien du Canada atlantique (CTACA) has been working at promoting L'Acadie as a destination. L'Acadie, the first permanent European settlement in North America, is about to celebrate the 400th anniversary of its foundation, and in 2004 the third *World Acadian Congress* is gearing up to welcome hundreds of thousands of Acadians to the land of their ancestors, Nova Scotia.

The activities of the 400th Anniversary will be spread over nearly three years. The liveliness and endurance of the culture will be apparent at every village, town and city as they prepare activities sure to be a treat for visitors.

The CTACA, in partnership with tourism stakeholders and operators from the four Atlantic Provinces,

works towards the development and promotion of an Acadian tourism product that is fully diversified and corresponds to the demands of today's market. It has established certification for tourism products of the Acadie brand. Partners include the Atlantic Canada Opportunities Agency, the tourism department of each of the four Atlantic provinces, the Société Nationale de l'Acadie and Parks Canada.

Recognized by the Canadian Tourism Commission as a Product Club, the CTACA seeks to enhance tourism products so the travelling public gets to enjoy major attractions like the *Village historique acadien*, *la Dune de Bouctouche*, and the *Grand-Pré National Historic Site* as part of a full holiday menu of beaches, resorts, seafood, wildlife excursions, adventures, and relaxation. \*

For more information visit  
[www.acadievacances.com](http://www.acadievacances.com)



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# Cultural tourism in Trois-Rivières ...



Photo: Cirque Éloize.

Cirque Éloize performs throughout the summer to incite travellers between Montréal and Québec city to stop in Trois-Rivières.

Actress Rita Lafontaine, novelist Margaret Atwood, British musician David Palmer... all these great artists have a city in common: Trois-Rivières!

Lafontaine was born here. Atwood took part in our international poetry festival, the *Festival international de la poésie*. Palmer was the musical

director of a special show in connection with the international vocal arts festival. Trois-Rivières is enjoying great success in the cultural tourism field, and it has a special recipe.

First, there has to be a critical mass of cultural resources such as an historic section of the city, educational institutions, creative

people, cultural facilities and associations. Second, there has to be a solid political will to obtain funding, mobilize the stakeholders and get things moving.

Third, all the partners have to work together. For example, the tourism and convention bureau work in perfect harmony with the cultural development corporation. These two organizations decide on the city's cultural positioning and promotion – together!

Some special activities in Trois-Rivières that visitors shouldn't miss include the *Musée québécois de culture populaire*, the *Vieille Prison* (where you experience prison life of the 1960s) and the *Cirque Éloize*'s summer shows. 

For more information visit  
[www.v3r.net](http://www.v3r.net)

## Celebrating Canada's cultural capitals

by Roma Quapp

Paris. London. Tokyo. Rio. The very names evoke a "buzz," a sense of history, culture, adventure and excitement. Thousands of people visit these cities every year to experience that "buzz" for themselves.

Much of that "buzz" comes from these cities' artistic expression and the culture that surrounds them. These create a sense of identity, pride and "connectedness", even a sense of ultimate meaning. And visitors can immerse themselves in that experience for a brief period and come away revitalized and inspired.

A community does not have to be a Paris or a Rio to have a "buzz." Every community, no matter how small, can use its own distinctiveness to create a vibrant scene attractive to visitors and residents alike. It needs only to look to its artists and creators for inspiration and vision, to create a dream for what the community is and wants to be.

Now, a new federal program will help Canadian communities develop their own "buzz." Starting in 2003, five communities of various sizes will be designated

*Cultural Capitals of Canada*. The designation will be based on their commitment to arts and culture and the celebrations they carry out during the year of designation.

There is a lot to celebrate. In addition to the unique characteristics of its First Nations, British, and French cultures, Canada has seen numerous multicultural groups grow and flourish. Canadian creators bring this cultural richness to their communities, a richness that *Cultural Capitals of Canada* will showcase and celebrate. Designated communities will

receive funding to expand their arts and culture offerings and engage in cultural exchanges. This will mean more opportunities for Canadians and visitors to experience "the buzz."

If you think your community has what it takes to be designated a Cultural Capital of Canada, get involved! Talk to your municipal government. Make it happen. Applications for a 2004 designation must be in by February 1, 2003. 

For details, visit  
[www.canadianheritage.gc.ca](http://www.canadianheritage.gc.ca)



Creators bring cultural richness to their communities.

Photo: David Cooper Photography

## ... and in Kingston!

Sitting on the eastern tip of Lake Ontario is a cultural gem from which countless Canadian artists, musicians, authors and history-makers have sprung. Kingston, a long-time breeding ground for culture, has become a community where arts, culture, and heritage flourish through new relationships.

A recent development on Kingston's cultural scene is the creation of a number of partnerships between business leaders and cultural champions. The Kingston Economic Development Corporation and the Kingston Arts Council formed the *Kingston Cultural Initiative* (KCI) over two years ago. KCI operates with a steering committee comprised of numerous local champions from the arts, culture and technology sectors whose focus is on marketing and enhancement.

The *Festival and Events Network*, an organization committed to developing Kingston's many festivals, works directly with local entertainers and artists to develop collective marketing opportunities. The Internet is used as a forum to showcase talent to event planners and the public, providing links and information about Kingston's nightlife, performances, museums and galleries, hide-away getaways as well as festivals, and information about culture as an industry. 

For more information visit  
[www.kingstonculture.com](http://www.kingstonculture.com)

# Spotlight on Quebec culture

Under the theme "Quebec, a unique cultural experience!" the Quebec Bus Owners' Association took the innovative step of holding the 14th edition of the BIENVENUE QUÉBEC Tourism Trade Show and Marketplace in October at the Fairmont Manoir Richelieu, some 100 km down-river from the city itself.

In cooperation with Quebec's Ministère de la Culture et des Communications, and with Tourisme Québec, BIENVENUE QUÉBEC was aimed at promoting the excellence and variety of Quebec's artistic productions and cultural events, as well as Quebec's rich and diverse heritage, to 115 North American tour operators and 1,000 Quebec tour organizers. 340 sellers and exhibitors from Canada (mostly from Quebec) registered for the event.

At the tourism trade show, the Ministère de la Culture et des Communications showcased

more than 70 sectoral events, festivals, international cultural events, museums, gardens, interpretation centres and exhibition locations. There were excerpts from shows, and video and stage productions. The 1,000 volunteer and professional tour organizers invited to the trade show also discovered the brand new dynamic and interactive Web museums showcase of the Société des musées québécois, "Museums to Discover."

The tourism marketplace segment featured cultural events and attractions, with opportunities for people involved with those events and attractions to talk and do business such as familiarization tours organized by Tourisme Québec, an excursion in Charlevoix and official soirées.

The Canadian Tourism Commission (CTC) contributed to the production of an orientation session and report as well as a video to study the results of the

event theme and share its impact with the cultural sector and tourism industry stakeholders in Quebec and Canada.

By embracing this theme, the Quebec Bus Owners' Association

has shown its support for the development of group tourism opportunities focusing on knowledge, a thirst for discovery and a quest for new experiences, supported by luxurious vehicles and quality service. \*

## New in Québec City

A growing fascination with history and heritage has generated new places to visit in Québec City. The *Cemetery of the Hôpital Général de Québec*, where those who died in the battles of the Plains of Abraham and Sainte-Foy in 1759 were buried, is the oldest war cemetery in Canada. People can now visit this private cemetery where, for 240 years, Augustinian nuns have maintained the memorials and burial registry.

There is also a new permanent exhibition at the Discovery Pavilion of the Plains of Abraham, a veritable odyssey through the history of Canada where visitors can learn how the Plains of Abraham influenced the development of the country and its identity.

"A Victorian Christmas at Artillery Park" (December 7-8 and 14-15) and "Christmas in Québec City" (December 7 to January 5) are events that recapture historic and traditional celebrations of the feast of Christmas. \*

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# Destination Nord

Sustained initiative by the Chambre économique de l'Ontario to promote French-language tourism in Northern Ontario, and financial assistance from the three levels of government, have enabled *DESTINATION NORD* to become a reality.

*DESTINATION NORD* is a non-profit organization dedicated to enhancing, developing and promoting French-language tourism in Northern Ontario. With its already successful efforts to bring together a number of stakeholders in Northern Ontario's French-language tourism industry, *DESTINATION NORD* is now in a strong position to conquer the French-language markets targeted in its mission. These include French-language Quebec, the national French and English market that is attracted by the beauty of the natural landscape, and the international French-language market, which loves nature-adventure tourism and the North, French-style.

Nicole Guertin, CEO of *DESTINATION NORD*, emphasizes, "Quebec is already successfully exploiting the wilderness to Francophone European tourists. Well, we intend to let those tourists know that, right next to Quebec, there is another French-language nature-adventure destination and that they have other, equally charming cousins in Northern Ontario!"

Northern Ontario includes one million square kilometres, covering 89 percent of the province. It has astonishing geographical, cultural and human variety, and the tourism industry is becoming one of its main economic engines. Each new day *DESTINATION NORD* sees an increase in membership and in the originality and diversity of packages.

For both nature-adventure and nature-culture packages, *DESTINATION NORD* offers tour operators original and creative tourism excursions based on strict standards of quality and on a

standardization of services, taking into account the level of French-language services required. *DESTINATION NORD* also makes a vow of authenticity based on the stringent principles of sustainable

tourism development, respecting the natural environment and the local, social and cultural fabric of the communities. 

[www.destinationnord.com](http://www.destinationnord.com)

## Dynamic Earth!

A \$14.35 million interpretive facility dubbed "Dynamic Earth" is scheduled to open on the former Big Nickel Mine site at Sudbury in 2003. The new attraction will offer an authentic northern experience, providing visitors the opportunity to experience the unique geology and rich mining heritage of the northern Ontario city.

Interactive exhibits, multimedia theatre shows and a unique site interpretation will enable visitors to discover the extraordinary geology of the Sudbury Basin and the strong connection between the mines and the community over the past 100 years.

In addition to the "high-tech" displays, visitors will hear real-life stories, told by real miners, about the difficulties early miners had to overcome. Through the tales of various other characters, visitors will also learn how historical events have shaped the Sudbury community, and have brought about some of the exciting activities happening in the region today. 

*For more information visit [www.destinationnord.com](http://www.destinationnord.com)*

# TOURISM

CANADA'S TOURISM MONTHLY

Month	Features	Deadline: Articles/Advertising
January/February 2003	The CTC in 2003 and beyond In search of non-traditional partners	January 06, 2003
March 2003	CHOICES: travelling to and within Canada Canadian Highway Trails	January 31, 2003
April 2003	Experience SPRING in Canada Canadian Capitals	February 28, 2003
May 2003	CHOICES: where to stay in Canada Fishing Canadian waters	March 28, 2003
June 2003	Canadian niche products Product clubs, seven years later	April 25, 2003
July/August 2003	Experience SUMMER in Canada Exploring a new market: youth	May 23, 2003
September 2003	CHOICES: eating well in Canada Canada, a stage for learning	July 25, 2003
October 2003	Experience AUTUMN in Canada Discovering Canada through its museums	August 29, 2003
November 2003	CHOICES: new things to do in Canada Revamping Canada's attractions	September 26, 2003
December 2003	Experience WINTER in Canada Canada, a multicultural society	October 24, 2003

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# TOURISM

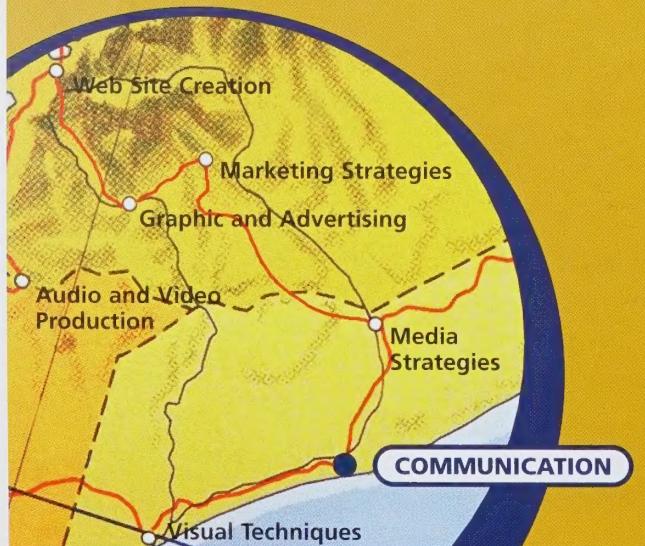
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# New realities in the German market

by Roger Laplante

Germany is the world's largest outbound travel market with the highest travel propensity, and Canada is the third most important destination for German travellers that have a clear preference for holidays abroad. However, since 1996, Canada's competitive position has eroded to other destinations at a time when the German long-haul pleasure travel market has been hit hard by tough economic conditions.

This situation was exacerbated with the events of September 11; travel to Canada was directly affected with German overnight arrivals declining by 13.2 percent in 2001. As of August 2002, there is evidence of continued erosion, with outbound travel to Canada for the period of January to August declining by 17.5 percent.

Many factors may have affected the travel behaviour of German long-haul travel. As a result, the Canadian Tourism Commission (CTC), in partnership with the Ontario Tourism Marketing Partnership, Travel Alberta, and Tourism British Columbia, engaged PricewaterhouseCoopers to examine shifts in the market's purchasing and travel patterns and to identify key barriers for travel to Canada.

The results were compared with the previous CTC's *German Pleasure Travel Market Study* undertaken in 1996. They show striking changes, many of them closely tied to the economic weakness while others are simply a result of the natural maturation of this market. The following is a brief summary of the key findings:

## Market Composition

- The composition of the market is very different today: better educated, more likely to hold managerial positions and earn higher household incomes.
- There are now more long-haul travellers aged 25 to 34, and there is a notable drop in the seniors segment with the net effect of a somewhat younger market.

## Travel Patterns and Trip Characteristics

- Germans are taking shorter trips, with the average trip falling from 22.8 nights in 1996 to 19.5 nights in 2001. The person-trip expenditures are declining notably.
- Packages are becoming "the way to go", increasing from 49 percent in 1996 to 61 percent in 2001.
- Family travel may be on the rise with 17 percent travelling with their children in 2001 versus only 9 percent in 1996.

## Market Interests and Travel Motivations

- As the demographics change, so do interests and product choice. History is definitely growing in appeal, while interest in nature and ethnic/aboriginal culture has waned.
- There have been some striking motivational shifts. In particular, cost weighs more heavily in the travel decision than it used to.
- The availability of packages, all-inclusives, excursions and short tours is now more important in the German decision-making process.
- There have been subtle shifts in segment composition. The sports-related segment is now more driven by winter sports, while the nature-related segment is becoming interested in history, wanting nature experiences twinned with visits to historical sites.

## Recent travel to Canada

- In contrast to the average German long-haul traveller, travellers to Canada are now older, better educated and more affluent. This gap did not exist in 1996 and means that over the last five years Canada appears to have made a transition into a more elite destination.
- Travel to Canada remains strongly driven by the Visiting Friends and Relatives (VFR) segment, a strong pre-determinant of interest in Canada and an even more critical factor in converting interest into actual travel.
- Germans who went the package route tended to opt for more



Nature-related travellers are becoming interested in history and want their experience twinned with visits to historical sites.

flexible products that allowed them to tour around independently, making their own lodging, dining and sight-seeing choices.

## Future Potential and Barriers for Canada

- The size of the potential market to Canada has not changed appreciably since 1996, sitting at 5.6 million visitors in the next five years. This is a result of substantially higher interest in Canada among today's smaller, but more affluent market.
- What has changed, however, is that the potential German market to Canada has become more difficult to convert, with more intense competition. Germans are also far more cost conscious than they used to be. Even with favourable exchange rates, Canada is perceived as being a relatively expensive destination.
- A "wait and see" mindset is also making conversion more challenging, with close to half of potential travellers interested in Canada postponing travel or taking fewer trips than before. Lower interest in some of Canada's product strengths (such as nature) is another factor that may be contributing to declines we have been experiencing.
- Canada is less appealing to youth, who do not find the country exotic or exciting.
- Another deterrent is the perception of poor weather in Canada. German holidaymakers like to feel the warmth of the sun even if they are not taking a beach trip.
- Nature-history buffs, winter enthusiasts and cultural

experience seekers represent the motivational segments with the best potential for Canada.

## Competitive Positioning

- Canada continues to rank as one of the top three destinations.
- Based on the perceptual maps, vis-à-vis other destinations, Canada is in the enviable position of being perceived as the number one destination for nature-history, winter, and outdoors adventure. The U.S. is the only real competitive threat for winter, while Australia/New Zealand provides some strong competition on each of the other dimensions.
- Canada is very poorly positioned on the cultural experience dimension. Market impressions clearly do not reflect the fact that Canada has some excellent and unique cultural products. Canada is perceived as offering much in the way of nature, but the reality is that visitors are not actually participating; most end up taking a touring/VFR trip and their focus is on the big cities. This suggests that more effort is required to make Canada's nature products accessible, as this is what they want and expect to see.
- From a price-value perspective, Canada is extremely well positioned with respect to perceived value but not so in terms of price perceptions.

The full PricewaterhouseCoopers study is available on the Internet ([www.canadatourism.com](http://www.canadatourism.com)) or from [distribution@ctc-cct.ca](mailto:distribution@ctc-cct.ca).

# Market that Web site!

by Greg Klassen

You've built your travel and tourism Web site. You've followed all the rules. Tested it, refined it and launched it. Now what? If you build it, they won't necessarily come. In fact, creating a Web site without a marketing plan is like printing thousands of brochures and locking them away.

There are many ways to market a Web site but, according to a recent Canadian Tourism Commission study, search engine optimization (SEO) is the number one way in which e-savvy travellers (ET's) find a travel and tourism Web site. More than 60 percent of North American ET's go to a search engine or directory like Google, Yahoo or AltaVista first, to help them find travel Web sites.

Generally, travel Web sites that place higher – usually within the top 10 to 20 in the search results – have a much greater chance of being visited. Getting to top 20 is both an art and a science. Unfortunately, the rules on how a search engine or directory will rank a Web site change frequently and are different depending on the search engine. However, there are tricks to ensure that your Web site ranks higher in as many search engines and directories as possible.

For some search engines, you must proactively submit your Web

site (Infoseek). In others, special programs called spiders are used to index your site. Your Web site will be ranked depending on how many of the criteria your Web pages meet in a variety of "tests". Web sites that rank high have often been constructed to comply with these tests in mind. Still other search engines rank your site by the number of other Web sites that link to your site and the number of links from your site. The rationale here is that your site must be important if many other Web sites choose to link to it.

Finally, many search engines charge for key words on a pay per click basis. For instance, an operator of a salmon fishing lodge might want to "own" the words "salmon fishing" with the belief that an ET will key in these words when researching a fishing lodge vacation. Try going to *Overture.com*, the organization that runs the search engines and directories for many popular search engines including Yahoo, MSN, Lycos, Netscape and others on a pay per click basis. You can actually see how much money it would cost you to "own" the word "salmon fishing" and even see if your competitors are bidding. Every time an ET clicks on your Web site through one of these search engines, the amount of

money you bid will be deducted from your budget. Bidding can change frequently, both up and down, so key words must be constantly reviewed.

In fact, one particular high-end tourism operator who spends close to 100 percent of his marketing dollars generating leads from his Web site, recently bid up to 40 percent higher than his nearest competitor on *Overture.com* while he was away on vacation – just to be sure he could maintain the top ranking in his absence! *Overture* is one of the only marketing tools he uses to bring his particularly e-savvy customers to his Web site, yielding a very high conversion rate resulting in thousands of dollars in sales.

Knowing the right words to buy is very important. Begin by testing the top key words in your industry

and see who else is buying these words. If you frequently see your competitor, then you may be on the right track, but there is no better way than to ask your best customers how they found your site.

Finally, if search engine optimization seems complicated, it is... and it isn't. Many of the most successful smaller tourism businesses have embraced the Web and thrive on purchasing a few carefully researched keywords on shoestring budgets. For those organizations that have more extensive services, a search engine optimization strategy may be best left to professional consultants. There are a lot of them; begin by keying in "search engine optimization Canada" on your favourite search engine! \*

For more information  
[klassen.greg@ctc-cct.ca](mailto:klassen.greg@ctc-cct.ca)

## CTC EVENT HIGHLIGHTS JANUARY 2003

DATE	EVENT	LOCATION	CONTACT
Jan. 13-16	Canada Corroboree	Gold Coast, Brisbane, Melbourne and Perth, Australia	<a href="mailto:brinkhaus.donna@ctc-cct.ca">brinkhaus.donna@ctc-cct.ca</a>
Jan. 18-26	CMT Stuttgart	Germany	<a href="mailto:ackermann.barbara@ctc-cct.ca">ackermann.barbara@ctc-cct.ca</a>
Jan. 20-21	Canada Corroboree	Sydney, Australia	<a href="mailto:brinkhaus.donna@ctc-cct.ca">brinkhaus.donna@ctc-cct.ca</a>

## Committee chairs announced

Don Monsour of Victoria, B.C. has been appointed as chair of the Canadian Tourism Commission's (CTC) Product Development Committee. Formerly known as Industry and Product Development, this committee has a mandate to "stimulate the industry to develop innovative and profitable tourism

products that satisfy current and future global demand and meet high quality standards." The committee oversees the Product Clubs program, and the culture, outdoor experiences, winter, and cuisine sub-committees.

Monsour is president of Hospitality Associates and general manager of

Commercial Linen Company, in Victoria. He has been closely involved with the hospitality industry since 1957 when he worked with Howard Johnson in the U.S., where he was born. He moved to Victoria in 1975. Monsour is president of the B.C. Council of Tourism Associations.

Widely published, he left an academic career at St. Michael's College at the University of Toronto in 1995 to operate Reford Gardens (Jardins de Métis) where he is the great-grandson of the founder. He is co-founder of the *International Garden Festival* and president of the *Quebec Gardens Association*. \*

Alexander Reford of St. Octave-de-Métis, Quebec, will head the Niche Products Marketing Task Force. The newly created group has a one-year mandate to identify a limited number of niche products, develop some pilot projects to market those niche products, and report with recommendations to the board.

Mr. Reford is an historian by training, with Master's degrees in history from the University of Toronto and Oxford University.

Experienced tourism industry practitioners with an interest in these, or other topic areas, and who might wish to contribute their expertise to committees, are invited to contact the Office of the CTC Corporate Secretary, Chantal Péan (through Board Manager Joanne Richard, [richard.joanne@ctc-cct.ca](mailto:richard.joanne@ctc-cct.ca)) outlining their industry experience and their preferred area of participation.

Photo: Canadian Tourism Commission.



Don Monsour.

# Canada offers \$55 billion prize

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15.6 million overnights;  
\$8 billion spent.



10 million overnights;  
\$1 billion spent.



5.3 million overnights;  
\$633 million spent.



5.3 million overnights;  
\$454 million spent.



5.3 million overnights;  
\$436 million spent.



4.1 million overnights;  
\$264 million spent.



2.5 million overnights;  
\$244 spent.



1.7 million overnights;  
\$187 million spent.



1.8 million overnights;  
\$183 million spent.



2.1 million overnights;  
\$175 million spent.



1.7 million overnights;  
132 million spent.

If you are currently selling Canada, you know the enormous business and networking value of Rendez-vous Canada – the four-day, one-stop shop, showcasing the very best of Canada. You know that motivated senior sellers from all facets of Canada's receptive industry have export-ready products with worldwide appeal. And you know that RVC is clearly the most cost-effective and professional way to package Canada.

If your upcoming plans include Canada, there's no better place to start than RVC. More than 500 seller companies with proven track records are eager to introduce you to Canada's unique products and services in pre-planned, face-to-face meetings. And more than 80 Destination Marketing Organizations, as well as government tourism departments and private-sector tourism associations are ready to assist with logistical and promotional support.

Register now for May 2003 and take advantage of a 12-per-cent Early-Bird reduction (until December 20, 2002). There will be no better time to discover that Rendez-vous Canada is your entry to the winner's circle.

We've made it simple for travel packagers to win a slice of Canada's \$55 billion tourism pie. Just go to our web site and register as a buyer for Rendez-vous Canada 2003. Once you see what the world's finest four-season destination has to offer, you won't want to miss out on this prize.



Tourism Industry Association of Canada  
Association de l'Industrie Touristique du Canada

[www.rendezvouscanada.ca](http://www.rendezvouscanada.ca)





## How was your summer?

by Martha Plaine

In the July-August issue, we printed results of an informal survey of hotels, resorts and operators across Canada about their expectations for the summer season. In early October we conducted a similar survey asking "How did your summer shape up after all?"

### Out on the west coast:

Leisure did better than business travel, but group travel was down. "The market is more resilient than we expected, but we are still in recovery mode," said Tourism Vancouver's Steven Pearce. "Room nights were down 4 percent compared to last year's summer season."

Reduced air capacity took its toll, and key accounts in Europe struggled to find capacity for their customers. Asia Pacific was still down but showed glimmers of hope. Important U.S. markets such as Seattle and California moved modestly - with Seattle slightly down and California better. "The booking cycle seems to have shrunk with customers booking closer to the time of departure and looking closely at prices," says Pearce.

Still, summer attractions did well: *Bard on the Beach* (a Shakespeare theatre event) drew 1000 visitors more than 2001 and Grouse Mountain posted its all time highest attendance in July. And another bright light was the cruise business - up 4 percent with strong pre- and post-cruise stays.

### Down in the Okanagan:

"Summer was exceptionally busy," reported Nancy Cameron, manager, market development, with Tourism Kelowna. "We're not as dependent on international travel here in the Okanagan. Travel from the Pacific Northwest was strong and we increased all numbers from Ontario west to B.C."

Improved air access - with Tango from Toronto and Westjet from Hamilton - helped. On a less positive note, international numbers were down and motorcoach tours were not filled to capacity. But

leisure travel, package tours, and meetings and convention travel were all up significantly.

### On the prairies:

As Penny McMillan, executive director of Tourism Winnipeg, observed, summer 2002 was truly a mixed bag for the local industry. June was strong, but then downtown hotels saw occupancy levels drop during July and August - below predictions. Suburban hotels did better, probably due to rubber tire traffic. Difficulties started to emerge in some areas such as corporate business.

The many events - the *North American Indigenous Games* and some 20 other sporting competitions - had a positive impact on the retail sector, but less effect on restaurants and hotels. One interesting trend McMillan noted was that *Folklorama*, a top event, saw its market shift with a drop in motorcoach travel from U.S., but an increase in domestic group travel. In general, festivals had a strong season - one indicator that Manitobans might have been staying at home, McMillan said.

### Across Ontario:

In Thunder Bay, the summer got off to a slow start for Tony Scarcello, general manager of the Victoria Inn, an 182-room hotel. Business picked up in July and August. The strongest U.S. market - Minneapolis - was "not spectacular." But the hotel's attractions - a 3-story indoor waterslide, restaurant, and night club - contributed to a good season overall, with occupancies in the upper 80s percent.

In Southern Ontario, the Stratford Theatre Festival's 50th anniversary contributed to a strong season, maybe one of the best, said Kelley Teahen, media manager for the Festival. Advance booking is typical. The final count has not been tallied, but sales have exceeded 600,000. Americans - who tend to be summer customers - were responsible for about 41 percent of box office receipts. Despite the great box office, some local



The sun sets on a summer that was nothing short of inconsistent.

shopkeepers noted that spending was down.

Things were less optimistic in the nations' capital city. Ask Donald Blakslee, general manager of Ottawa's Lord Elgin Hotel, about the summer and his response is emphatic: "July and August were a disaster!" Business was down 10 - 13 percent.

Most of Ottawa's major hotels had occupancies in the 60s percent. High 70s percent or better are more typical. Exceptions were suite hotels that held steady because of transient government business.

Corporate business - usually slow in summer months - was non-existent. And as for motorcoach tours, an important segment, only 34-35 percent of the business booked held firm, when 50 percent is standard.

### In Quebec:

Summer was a pleasant surprise for Intrawest's Station Mt. Tremblant, the Laurentian resort. "We were expecting a bit of a decrease, but instead we had a very busy season," reports Lyne Lortie, director of communications and public relations. "The many summer festivals helped us."

While overseas markets were down a little - a direct consequence of September 11, Lortie believes - other markets did well. Ontario was particularly strong. The resort's ten hotels showed good increases. Despite a busy July and August, a slow start to the golf season hurt overall performance.

### On the Atlantic side:

Roger Haynes, research analyst with the Newfoundland and Labrador's Department of Tourism, Culture and Recreation, looks at the big picture. Ferry traffic was up a healthy 16 percent through the end of August, but air traffic through early August showed declines of about 11 percent. Cruise ships were way up, by 20 percent. Still, hotel occupancy overall was down compared to 2001.

A poor June caused concern for Sheila Kelly-Blackmore, general manager of the 64-room St. Jude Hotel in Clarenville. July and August did better, for modest growth of 3 percent over 2001. Motorcoach traffic from Canada was good, but traffic from the U.S. suffered.

Kelly-Blackmore wears another hat as president of Hospitality Newfoundland and Labrador, the industry association. She saw winners and losers across the province. Towns near big attractions such as icebergs, whales and historic sites tended to do well. Other communities reported poor results.

"If you drove the highways of Newfoundland and Labrador this summer, the increase in the rubber tire traffic was obvious - there were campers, trailers, and so on," she said. "But that didn't translate into increased business for everyone." 

*Martha Plaine is a regular contributor to TOURISM. She can be reached at [mplaine@trytel.com](mailto:mplaine@trytel.com)*



## The Research Viewpoint

### Measuring marketing efforts

by Scott Meis



This month I would like to draw attention to another new initiative of the Canadian Tourism Commission (CTC) research program. Although not well-known outside the CTC, it has been well received by the organization and represents a ground-breaking step. It is called the Market Portfolio Analyses (MPA) and is the beginning of a new process of assessing how well our marketing dollars are working.

We are all aware that marketing is one of the areas many organizations do not evaluate very well, if at all. Sales figures rise and market share is gained, but marketing campaigns are not often evaluated objectively beyond anecdotal evidence. For the CTC, though, a more rigorous

approach is called for. We spend heavily on marketing and have been asked to bring some objectivity to the process.

This was the genesis of the MPA. People here asked if we were evaluating our marketing campaigns consistently across our full portfolio of markets. They also wanted to know if we were relying too much on the past in our market assessments, without factoring in forecasts. We needed something that provided not only data on volume of visitors, but also one that estimated the dollars spent here, or what we call yields. We were called on to standardize the assessment of our markets; the task fell to Roger Laplante of the market research section, and he has risen to the occasion.

The portfolio rating system has three frames of reference: market size, current performance and future potential. Using a high score of 10, 15 and 20, respectively, the various markets are scaled relative to the high point. Data used to place each market on its scale include overnight travel receipts, net change in receipts over the past five years, receipts potential, shoulder season statistics and airline seat capacity potential.

Roger began a pilot project in 2000, focusing first on European markets. We then extended the study to include Asia/Pacific and the U.S., and are working now to include Canadian markets, and product groups. It is not a perfect rating system by any means – we are still refining it and making it as reliable as possible.

The reaction has been swift and positive. People have asked for more and more stats, even jumping ahead a bit and wanting the rating system to do more than it does. The MPA is an aid for management decisions, but it is not the only factor in those decisions. A lot of market intelligence exists, and marketers have a host of factors at their disposal when deciding where to spend their dollars.

Only a few other countries in the world have made initiatives along these lines, among them New Zealand and Singapore. We are on the leading edge here; this is indeed appropriate for a groundbreaking organization like the CTC. 

## Heritage tourism shows promise

To have a better understanding of the potential size, characteristics and interests of activity-based market segments, the Canadian Tourism Commission has commissioned a series of reports based on analysis of the Travel Activities and Motivation Survey (TAMS).

There are two characteristics of these new reports that differentiate them from prior TAMS analysis. First, this current report series specifically considers *high intensity travellers* – travellers who have focused their past travel behaviours on specific activities (for example, travel activities involving heritage tourism products). Second, the reports look not only at current profiles of travellers, their motivations and behaviours, but they also include an assessment of the impacts of future population shifts on market potential for each high intensity group.

Estimates of the market profile in 2025-2026 can provide tourism policy makers and planners with critical information about the products and services that may be required in the future, providing a perspective on how the market for tourism in Canada may change. Reports on current and future American and Canadian high-intensity travellers include profiles of Heritage Enthusiasts, Performing Arts Enthusiasts, Visual Arts Enthusiasts, Wine & Culinary Enthusiasts, Winter Outdoor Activity Participants and Soft Outdoor Adventure Enthusiasts.

The following are findings from the U.S. and Canadian *Heritage Tourism Enthusiasts* reports:

- In order to qualify as a heritage tourist, travellers must have selected at least four of a possible 14 “heritage-oriented activities”. Museums, fairs/markets,

festivals, science and technology museums and historic sites had the greatest appeal.

- The American and domestic heritage markets are generally older; have higher than average incomes and more formal education.
- The future looks bright for heritage tourism as it is predicted to grow substantially over the next two decades. This is largely attributable to an aging population.
- Additional growth opportunities for heritage tourism are due to the expected increase in immigrants to Canada. Finding ways to encourage these new Canadians to take leisure trips in their adopted country will be key, since they tend to take fewer domestic trips.
- Heritage tourists have relatively wide-ranging tourism interests. There is considerable overlap with other tourism product groups such as visual arts, wine and culinary and to a lesser extent, performing arts.
- The link between heritage tourists and outdoor adventure is notably strong, particularly in Canada. Efforts to cross-market and package heritage products with outdoor activities may have to accommodate varying levels of physical ability. This will enable businesses to continue to attract the action-oriented youth and family markets and also appeal to a growing number of older travellers who may retain their interest in the outdoors but who will require gentler outdoor experiences.
- Image building for Canada’s heritage products over the next two decades will likely be required to increase the enthusiasm of heritage tourists for destinations in Canada vis-à-vis the U.S. and Europe. 

For more information on TAMS, please visit [www.canadatourism.com](http://www.canadatourism.com).

# Travel at home fuels growth

The larger number of Canadians travelling within Canada fuelled the increase in total tourism expenditures in the second quarter of 2002. This was the second consecutive quarterly gain following three quarters of decline.

According to the *National Tourism Indicators Quarterly Estimates Second Quarter 2002* released by Statistics Canada, tourists injected a total of \$11 billion into the Canadian economy during that period. This represents a 0.5 percent gain over the previous quarter.

Canadians spent \$7.7 billion during their travels within Canada, up 1.9 percent (all data are adjusted for seasonality and inflation). This increase in domestic tourism spending in the second quarter, following five quarters of decline, is due to several factors, including strong employment growth, larger personal disposable income and stronger corporate profits.

On the other hand, foreign spending for this period decreased by

2.9 percent from the first quarter 2002, dropping to \$3.2 billion. The total number of international visitors was down by 3.4 percent over the previous quarter.

"These results are a good sign that recovery is underway," said Jim Watson, president & CEO of the Canadian Tourism Commission (CTC). "Travel trends have changed. More people are travelling by car, there's an increase in family travel as connecting with loved ones becomes important, and travellers are looking for 'back to the basics' or more rural destinations." Added Watson, "These trends bode well for Canada. The CTC and its partners will continue to conduct aggressive marketing campaigns in order to maintain the momentum that we generated to counterbalance the declines felt in the last year."

A CTC/Statistics Canada initiative, the NTI measure tourism and its socio-economic significance for Canada. Canada is the first country in the world to develop and publish such indicators. 

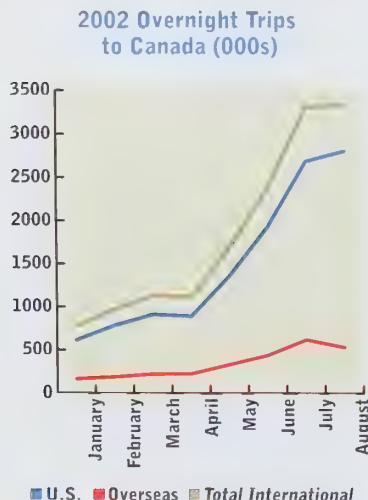
## U.S. travellers drive tourism numbers up in August

More international overnight tourists, mainly U.S. visitors travelling by car, came to Canada in August 2002 compared to the same month last year. The August 2002 results were the second positive monthly showing after three consecutive months of decline in travel. Additionally, overnight trips

abroad by Canadians declined in August 2002 compared to August 2001, repeating the pattern of the past seven months of the year.

"Canada's popularity is growing among U.S. travellers as more tourists are seeking leisure destinations close to home that offer unique experiences," said Jim Watson, President and CEO of the Canadian Tourism Commission (CTC). "In addition to the larger number of American travellers coming to Canada to discover or rediscover our exciting cities, fabulous cuisine, great outdoors and charming hospitality, more Canadians are also vacationing here and savouring the world-class experiences our country has to offer," added Watson.

Results published by Statistics Canada indicate that the total international overnight travel to Canada



## A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
<b>TOURISTS TO CANADA</b>			
From the U.S.	January - August 2002	11,943,614	1.7
By Auto	January - August 2002	7,952,238	6.3
By Non-auto	January - August 2002	3,991,376	-6.5
From Overseas - Total	January - August 2002	2,710,063	-10.8
United Kingdom	January - August 2002	523,195	-14.3
Japan	January - August 2002	266,338	-16.9
France	January - August 2002	216,579	-15.8
Germany	January - August 2002	202,619	-17.5
Hong Kong	January - August 2002	86,918	-12.5
Australia	January - August 2002	106,091	-10.8
Taiwan	January - August 2002	74,276	-19.4
Mexico	January - August 2002	120,702	1.4
Korea (South)	January - August 2002	110,384	3.7
<b>OUTBOUND CANADIAN TOURISTS</b>			
To the U.S.	January - August 2002	9,195,534	-9.5
By Auto	January - August 2002	5,533,669	-2.2
By Non-Auto	January - August 2002	3,661,865	-18.7
To Overseas - Total	January - August 2002	3,372,859	-7.5
<b>EMPLOYMENT IN TOURISM</b>			
Total Activities	Second Quarter, 2002	573,900	0.1
Accommodation	Second Quarter, 2002	165,500	1.2
Food and Beverage	Second Quarter, 2002	154,900	1.9
Transportation	Second Quarter, 2002	95,100	-4.9
<b>SELECTED ECONOMIC INDICATORS</b>			
Personal Disposable Income per person	Second Quarter, 2002	\$22,252	1.2
GDP at market prices (current, \$ billion)	Second Quarter, 2002	1,138.2	2.8
GDP chained (1997, \$ billion)	Second Quarter, 2002	1,059.4	1.1
CPI (1992=100)	August 2002	120.1	2.6
<b>EXCHANGE RATES (IN CDN\$)</b>			
American dollar	September 2002	1.5758	0.5
British pound	September 2002	2.4528	6.8
Japanese yen	September 2002	0.0130	-1.5
EURO	September 2002	1.5456	8.1

Note: All tourist estimates deal with trips of one or more nights. All data on this table is not seasonally adjusted.

Sources: Statistics Canada and the Bank of Canada.

increased 1.3 percent in August 2002. The Canadian tourism recovery was fuelled mainly by a greater number of Americans travelling to Canada (3.9 percent), especially tourists entering the country by car (7.1 percent). Furthermore, the number of overnight automobile trips to Canada was up 6.3 percent for the first eight months of 2002 over the same period in 2001. However, the number of Americans entering by non-automotive modes declined by 2.9 percent in August 2002 when compared to August of the previous year.

It appears that the uncertainty in the global economy, post-September trauma and developments in the Middle East continued to have a detrimental effect on overseas travel to Canada. While it

registered a small positive gain in the Oceania region, its overall decline (-10.7 percent) was mainly attributable to drops in Europe (-14.4 percent) and Asia (-7.1 percent). Despite positive growth from China (9.6 percent), the Philippines (11.9 percent), and South Korea (7.2 percent), these increases were more than offset by declines mainly in Japan (-9.2 percent) and Taiwan (-3.8 percent).

The number of Canadian tourists travelling to the U.S. or overseas was down 4.6 percent and 1.3 percent respectively for a total of 2.1 million visits in August 2002, and down 9.0 percent to 12.6 million visits for the first eight months of 2002 compared to the same period last year. 



**The Second Global Summit on Peace through Tourism** is being held in Geneva, Switzerland in February. The summit, honoring the legacy of UN Secretary General Dag Hammarskjold as a *Man of Peace*, is being organized by the International Institute for Peace through Tourism (IIPT) in partnership with the World Travel and Tourism Council (WTTC). The aim of the summit is to mobilize the world's largest industry, travel and tourism, as a leading force for poverty reduction.



The colourful heritage of **B.C.'s Lower Mainland** is a magnet for tourists, according to Tourism Vancouver. Paul Vallee, the organization's executive vice president, says 15 to 20 per cent of tourists define history or heritage as one of their main reasons for visiting the city, and they are an increasingly lucrative segment. "They're really good spenders, and they're more educated and better travelled," says Vallee.

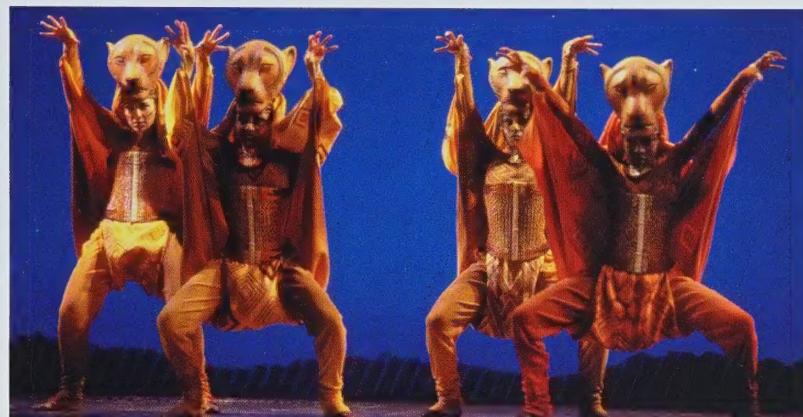


Allan Rock, minister of industry and minister responsible for the Canadian Space Agency, officially opened the **H.R. MacMillan Space Centre's** International Space Station (ISS) Exhibit from NASA's Johnson Spaceflight Centre in Houston, Texas. The H.R. MacMillan Space Centre received a contribution of \$35,000 from the Canadian Space Agency to enrich the travelling exhibit and focus on Canadian Contributions to the ISS. The exhibit brought the wonder of spaceflight to Vancouver between September 20 - October 6. Contained in two 48-foot trailers with an actual animatronic astronaut greeter, the exhibit includes a variety of interactive displays set in the authentic space station environment.



From Saturday, December 14, 2002 until March 16, 2003, Toronto's **Royal Ontario Museum** (ROM) presents *The New Mosaic: Selections from Friuli, Italy*.

Photo: Joan Marcus, 2002.



Scene from *The Lion King*, in its third year at the Princess of Wales Theatre in Toronto.

On display in the ROM's Roloff Beny Gallery, this exhibition showcases contemporary Italian mosaics produced by former and current students of the Friuli School of Mosaic in Spilimbergo, Italy. The New Mosaic is one of the first exhibitions devoted to this particular art form to be hosted in Toronto.



**The Vancouver Convention & Exhibition Centre** (VCEC) is the winner of the AIPC's Apex Award for "World's Best Congress Centre". The Apex Award is a hotly contested honour bestowed on an annual basis by AIPC, The International Association of Congress Centres. Entries are judged on the basis of a series of responses to detailed questionnaires supplied by international meeting planners and other facility clients. Membership in the Brussels-based AIPC consists of 124 congress centres in 47 countries worldwide.



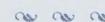
**CHIP Hospitality** is bringing the Howard Johnson flag to two well-known Saskatchewan properties as part of its ongoing strategy to add value to its properties. The Imperial 400 Motel Regina and the Imperial 400 Motel Saskatoon have become the province's first Howard Johnson Inns.



**The Whistler Conference Centre** has been awarded the prestigious 2002 Incentive Magazine Platinum Partner Award. Readers of *Incentive Magazine* – more than 40,000 of the incentive industry's top corporate decision makers – have recog-

nized Whistler and the Whistler Conference Centre for excellence as an incentive industry supplier through a ballot in the February and April issues of the magazine. Readers made selections for the best motivational travel suppliers from various geographical areas including the United States and international destinations. Whistler was named a winner in the "Canada and Mexico" category.

**Travel Alberta and Canadian Tourism Commission Germany** partnered with Porsche for an IMAX feature filmed in Kananaskis last month. Also starring in the film was Canada Olympic Park's *Road Rocket*. The film titled "Top Speed" to be released in 2003, is expected to have a worldwide audience of 10-25 million people.



M.G. Publishing is offering to the public a revised edition of the **Canadian Subsidy Directory**, a guide containing more than 2800 direct and indirect financial subsidies, grants and loans offered by government departments and agencies, foundations, associations and organizations. The directory is sold at \$49.95 through the Canadian Business Resource Center at (250) 381-4822.

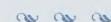


*The Gates to Ancient Rome* opened a five-month run at **Edmonton's Provincial Museum of Alberta** in October. It is one of the largest exhibitions on ancient Rome ever staged in North America and features a host of interactive activities combined with a multi-sensory

exploration of ancient Rome's streets, houses and triumphal architecture. The artifacts have travelled to Edmonton from Pompeii, Florence and Rome.



Toronto's landmark theatrical production of **Disney's The Lion King** staged its 1000th performance in August. In its third year, *The Lion King* continues to play to sold-out houses at the Princess of Wales Theatre. *Lion King* trivia, anyone? The production has created 13,156 loads of laundry, and the production has used 46,000 'AA' batteries and 16 tons of liquid CO<sub>2</sub>.



**The Tourism Industry Association of Canada** (TIAC) has announced a partnership with PW Group and August Communications Ltd. to publish *Canadian Escapes*, a bi-monthly magazine for TIAC members that will be TIAC and Rendezvous Canada's official magazine, promoting Canada as a destination to foreign tour operators, wholesalers and travel agents.



Thanks to a newly translated Web site, **Prince Edward Island's** most distant market will now have easy access to up to date tourism information via the Internet. More than 20 pages of content at [www.peiplay.com](http://www.peiplay.com) are now available in Japanese, allowing potential visitors from halfway around the world a chance to search for activities, transportation or general information in their own language, on their own time.



The twin communities of **Namgis First Nations and the Village of Alert Bay**, B.C. will celebrate *The UN International Year of Ecotourism* by offering an intensive 5-day Ecotourism and Sustainable Tourism Planning, Product Development and Marketing Workshop (November 18 to 22, 2002). For more information contact James MacGregor at [ecoplannet@sympatico.ca](mailto:ecoplannet@sympatico.ca). \*



**Sandra Hardy** has been appointed Manitoba's deputy minister of Culture, Heritage and Tourism. Hardy has had a 25-year career in the public service, the majority spent in culture. She replaces **Tom Carson**, who has retired.

**Eric Robinson** (MLA for Rupertsland) has been appointed Manitoba's new minister of Culture, Heritage and Tourism, and the minister responsible for Sport.

**Melissa Morse** has joined the Canadian Tourism Commission's Canada marketing and e-marketing programs as administrative assistant. She will be working to provide administrative support services to both teams.

**Frank Klees**, MPP for Oak Ridges, has been appointed Ontario's Minister of Tourism and Recreation, following the resignation of **Cam Jackson**, MPP for Burlington.

**Kelly McCauley** has been appointed General Manager of the Radisson Hotel Ottawa. He was recently the General Manager of the Delta in St. John's. McCauley is a 21 year veteran of the hospitality industry and has held positions at the Westin, Sheraton, Hilton and Delta hotels.

**Teresa Riopelle** has been appointed Director of Sales at the Radisson Hotel Ottawa. Riopelle was recently with The Westin Ottawa and brings 17 years of hotel experience, including positions at the Sheraton and Radisson hotels.

Expedia Canada Corp. has announced the appointment of two new members to its management team. **Omar Ahmad** has been named director, supplier relations and travel operations, and **Sandy Pinto** is now travel operations manager.

**Melanie Wendeler** has been appointed to the newly-created position of director, hotel integration at Fairmont Hotels and Resorts. She is a graduate of the University of Guelph with a Bachelor of Commerce in hotel and food administration and started with the Fairmont family as a reception agent in 1987.

**Sylvie Guilbert** has joined the human resource services team at the Canadian Tourism Commission on a secondment basis and will act in the capacity of negotiator and employee relations specialist. She has been with the firm of Emond Harnden, LLP since 1998 where she became an associate in 2000.

**Marie Welman** has been appointed director of communications for Rocky Mountain Railtours in Vancouver. She had previously held a similar position with Mainframe Entertainment Inc. **Michelle Dunn** has been appointed manager communications and media relations for Rocky Mountain Railtours. She comes to the position from Delta Hotels in Toronto.

**Tanya Carey** has been engaged at the Canadian Tourism Commission's offices in London, England. She has a BA in Communications specialising in advertising and marketing and has comprehensive marketing experience in tourism and retail industries in London, Vancouver and Sydney.

**Nancy Kelly** has joined the research group at the Canadian Tourism Commission, providing administrative support services to the research team. Kelly comes to the her new position from the business Development and Technical Cooperation Team of the Association of Canadian Community Colleges.

**Anda Carabineanu** has joined the Market Research team at the Canadian Tourism Commission as a market research analyst, following her summer employment at the corporation.

**Caroline Boivin** has joined Air Transat as marketing manager. She was previously on the Ottawa staff of the Canadian Tourism Commission as marketing specialist, Europe/Latin America. 

## Roger Wheelock to head RBG

Ontario's Royal Botanical Gardens (RBG) in Hamilton announced the appointment of Roger Wheelock as its president and chief executive officer, effective in early November. Wheelock will lead RBG in its newly refined mission to be a living museum serving local, regional and global communities while promoting public understanding of the relationship between humanity and nature.

Mr. Wheelock joins RBG from the Canadian Tourism Commission (CTC), where he held the position of executive vice-president and chief operating officer. Before the CTC, he spent much of his professional career as general manager

and chief executive officer of Butchart Gardens in Victoria.

"I have accepted this new position with great pride," said Wheelock. "This will be a large challenge, but it is also a return to the world of gardens while staying involved with tourism!"

"Roger is a proven leader in the management and development of successful horticulture-based tourism operations. We are confident that under his direction Royal Botanical Gardens is firmly positioned to achieve and sustain a predominant position of global excellence in the world of botanical gardens," said Mark A. Rizzo, chair of RBG's Board of Directors. 



## Tourism Profile

Michele McKenzie

Michele McKenzie is the Newfoundland/Nova Scotia public sector representative on the Canadian Tourism Commission (CTC) board of directors and lives in Halifax. Her career has been entirely connected to the tourism field. After completing a degree at Dalhousie University in 1981, she went into the area of event management and worked for a number of national and international events. In 1986 she joined the Tourism Marketing group for the Province of Nova Scotia where she held the position of director of marketing before being appointed Deputy Minister in 2000 overseeing tourism, culture and heritage.

McKenzie was a founding member of the Nova Scotia Tourism Partnership Council. She is currently a member of the management team of the Atlantic Canada Tourism Partnership, a director of the Nova Scotia Liquor Corporation, and sits on the executive committee and the human resources committee for the CTC.

McKenzie is passionate about the tourism sector in Canada and the opportunities for growth. Unlike the type of tourism development that has happened in some countries, she sees a continued opportunity for Canada to pursue a sustainable tourism agenda which enhances the quality of life of Canadians.

McKenzie envisions the CTC building on Canada's strengths to ensure the strongest brand equity possible in our chosen markets. She feels the organization's first priority should be to consolidate planning and resource allocation for core market penetration, versus activity in developing markets. 



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